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TO: Nancy Brennan	DATE: August 13, 1987
FROM: Avery Krut	CC: R. Stirlen

SUBJECT: Interest in Purchasing Magna By Brand

Recent sales figures indicate that Magna has a 0.8 share. Presently, there are no data available as to which brands are being directly affected. However, Magna Ad/Pack results may shed some light on which brands would be likely contributors to Magna's share.

The Ad/Pack Test evaluated full flavor Magna (box and soft) as well as Lites. The study was conducted among king non-menthol smokers who were categorized into three smoker groups, as follows:

- Generic Priced (includes Cambridge, Doral, Store Brands and Generic)
- Branded Price Conscious
- Branded Non-Price Conscious

For this test, the definition of a Branded Price Conscious smoker was any full flavor or flavor low non-menthol smoker who smoked a standard priced brand and frequently took advantage of coupons, special deals such as two for ones, or occasionally has bought generic priced cigarettes. Smokers of Value 25's brands were also included in this group.

The results of the Ad/Pack Test (issued 5/13) indicated that Generic Priced smokers were the most interested in Magna with 36% mentioning they would "definitely buy" the brand. Specifically, purchase intent among Store Brand and Doral smokers was 41% and 35%, respectively. The base size for Cambridge was too small to draw conclusions. Branded Price Conscious smokers also expressed interest in Magna (33%), but interest among Branded Non-Price Conscious smokers was not as strong (23%).

The tables that follow show interest in purchasing Magna by brand. The results indicate that overall, one-in-four (25%) Marlboro smokers expressed interest in Magna. Support came primarily from Marlboro Red and not from Lights (30% vs. 17%). Base sizes for all other brands were too small to analyze with any degree of confidence.

Distribution
R. Camisa
J. Raporte
D. Tso
L. Wexler
J. Zoler